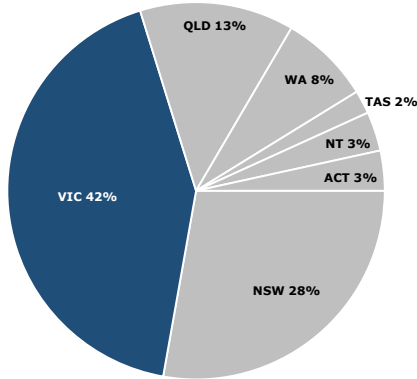


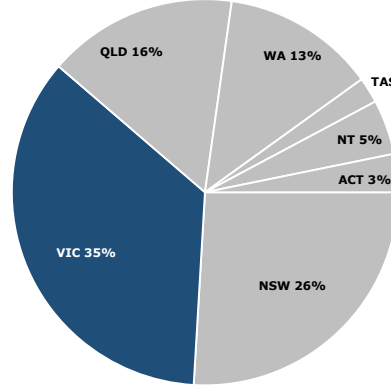


Origin	Holiday	VFR	Business	Other	Total
Visitors	313,000	285,000	242,000	44,000	862,000
Nights	1,545,000	1,163,000	645,000	180,000	3,532,000
Expenditure				\$	617,000,000

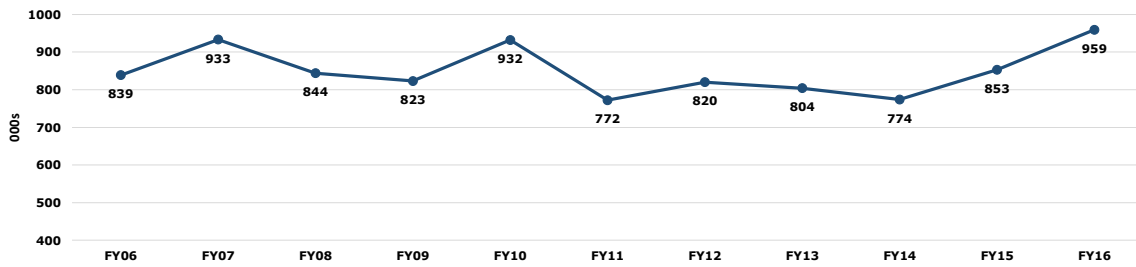
Domestic Visitor Breakdown



Domestic Nights Breakdown

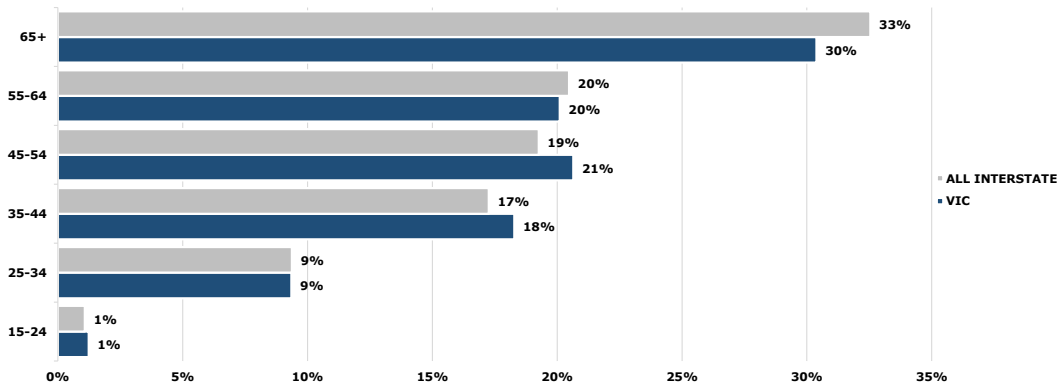


Visitor Time Series

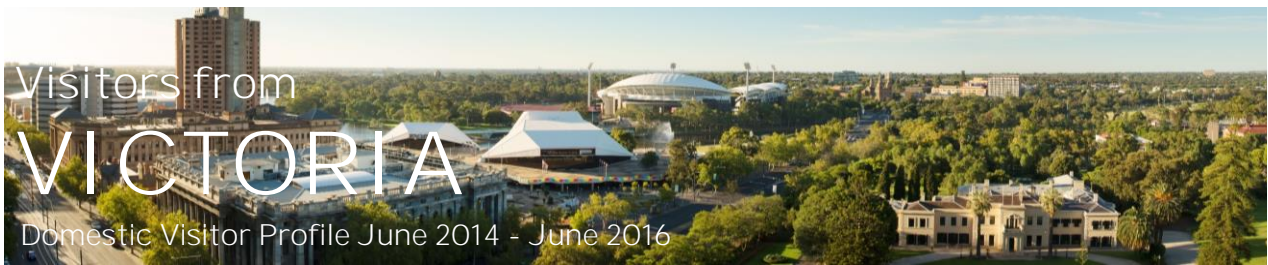


- For the year end June 2006 South Australia received 839,000 visitors from Victoria, this dropped to 772,000 in June 2011 and rose to a high of 959,000 in June 2016.
- From the year end June 2011 South Australia has seen visitor numbers from Victoria grow, showing an upward trend.

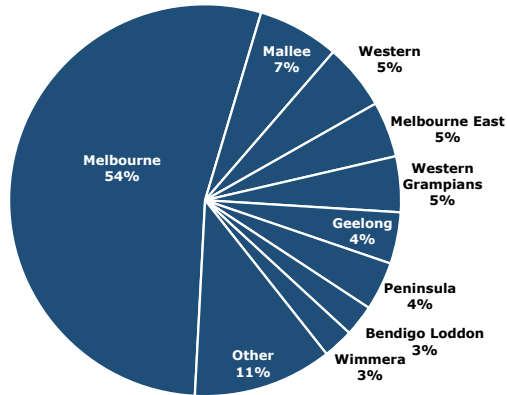
Visitor Age



- 30 per cent of visitors from Victoria to South Australia are in the 65+ age group.
- This is less than the total domestic average for this age group at 33 per cent.
- Of the total visitors from Victoria 21 per cent came from the 45-54 age group and 20 per cent from the 55-64 age group.

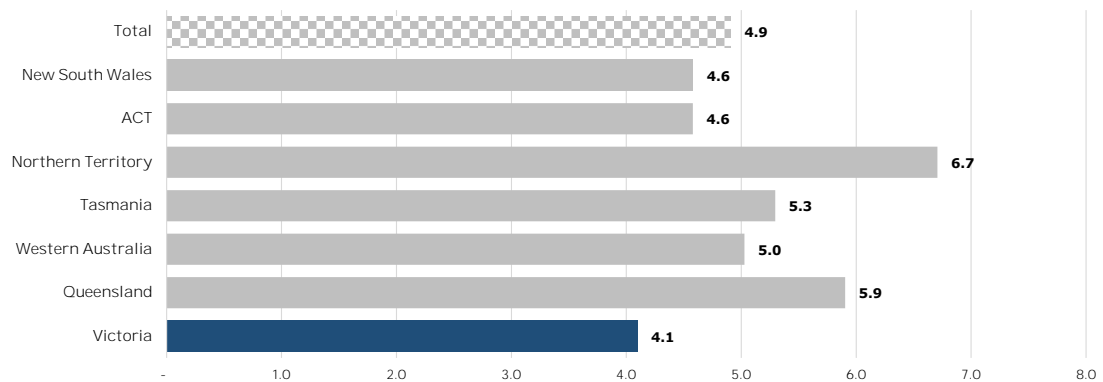


Visitor Origin



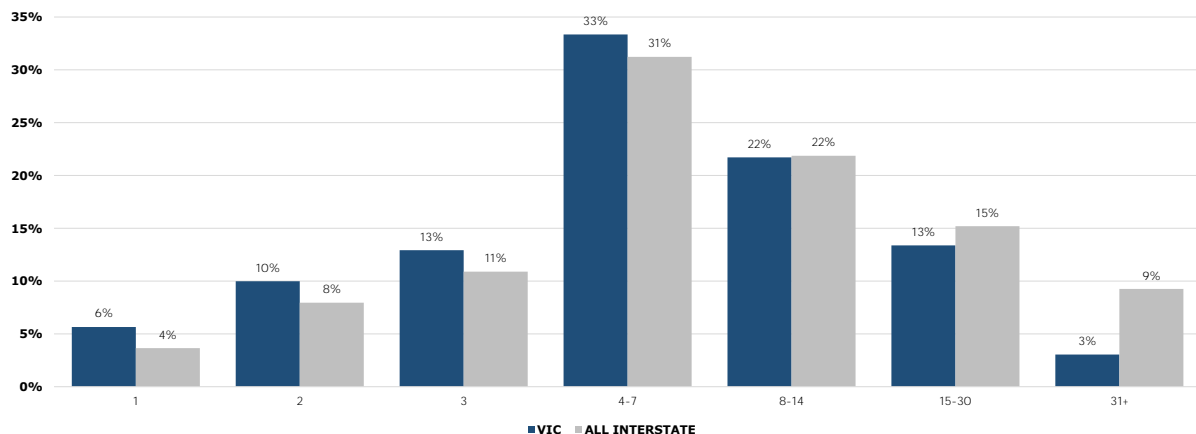
- 54 per cent of visitors to South Australia from Victoria come from the capital city Melbourne. This compares to New South Wales where 61 per cent come from Sydney.
- Regional Victoria contributed 46 per cent of visitors.
- This is led by the Mallee Region at 7 per cent and Melbourne East Region at 5 per cent.

Average Length of Stay

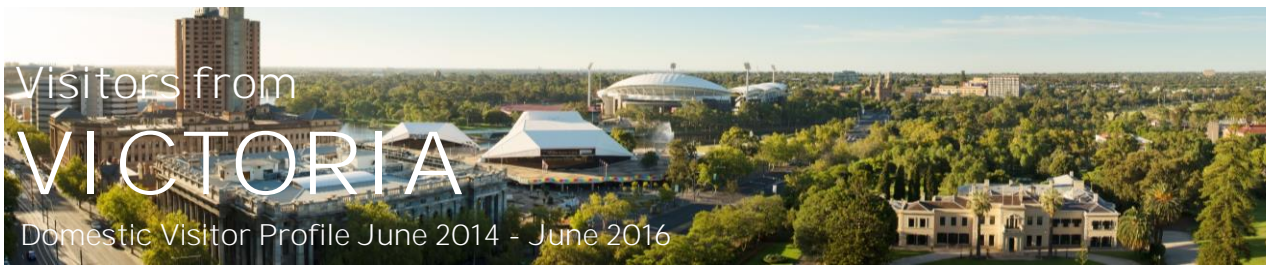


- Visitors from Victoria on average spend 4.1 nights in South Australia, just below the total interstate average of 4.9 nights.
- 43 percent of domestic visitors to South Australia come from Victoria making it our largest domestic market.

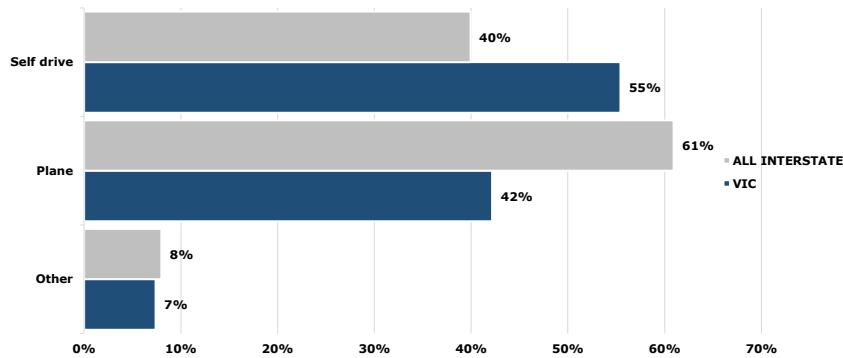
Visitor Length of Stay



- 33 per cent of Victorian visitors prefer to stay between 4-7 nights when in South Australia. They generally trend towards shorter stays.

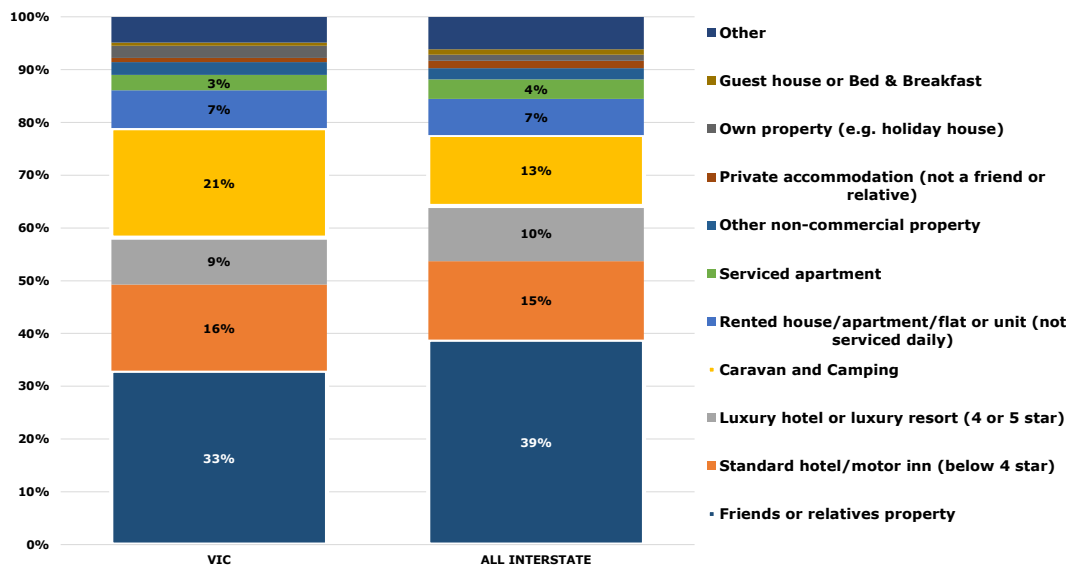


Transport to South Australia



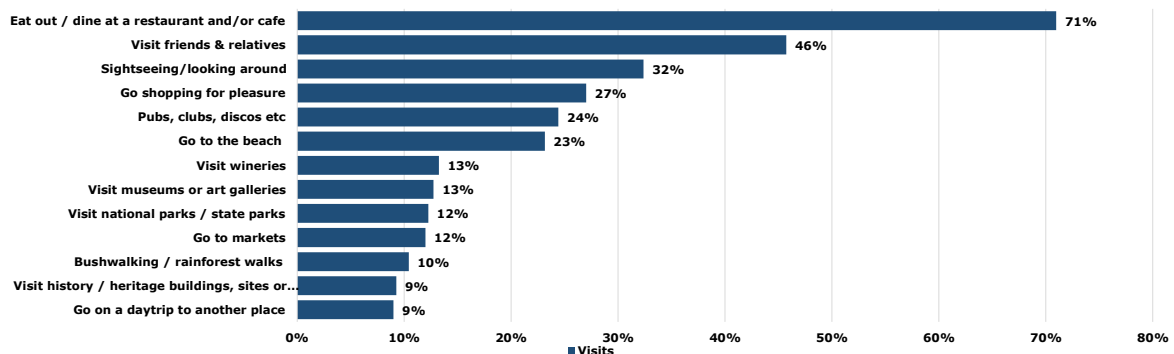
- 42 per cent of Victorians travelled to South Australia by Aircraft. This is 19 per cent less than the all interstate figure of 61 per cent.
- This is would be due to the proximity of Victoria to South Australia.
- 55 per cent of Victorians travel to South Australia by car.

Visitor Accommodation

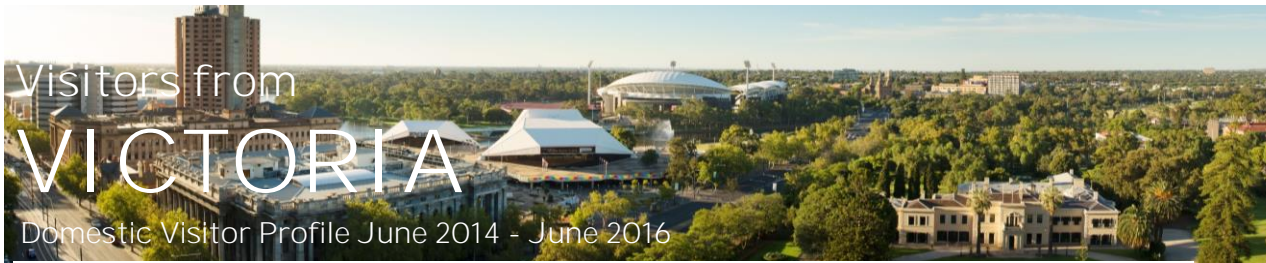


- 33 per cent of Victorian visitors stay with Friends or relatives when in South Australia, this compares to all interstate visitors where 39 per cent of visitors stay with Friends or relatives.
- 21 per cent of Victorians prefer Caravan and Camping accommodation, this compares to 13 per cent of all interstate visitors who use this type of accommodation.

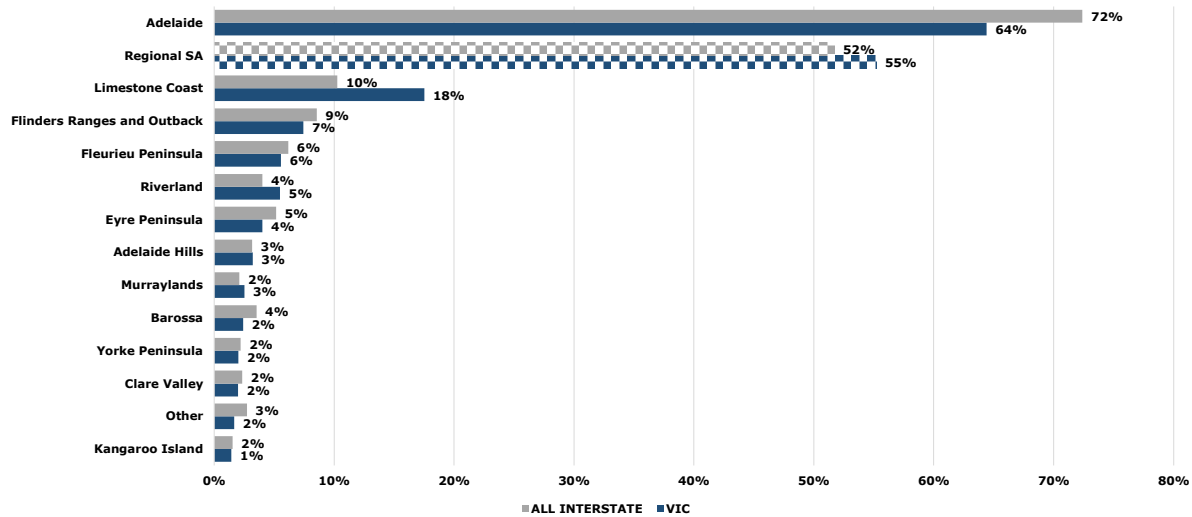
Visitor Activities



- Victorian like to eat out, Visit friends and relatives and go sightseeing when in South Australia.
- Other popular activities involve going to the markets, visiting wineries and going to the beach.

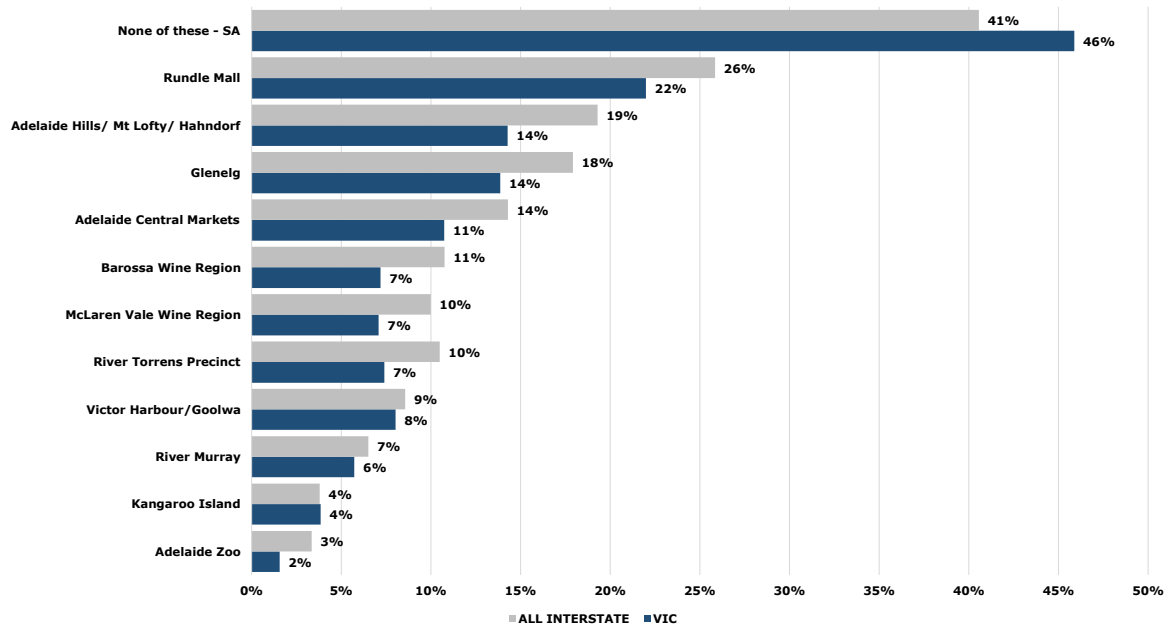


Regions Visited



- 64 per cent of visitors from Victoria visit Adelaide and 55 per cent disperse into the regions.
- Due to proximity the most popular regions is the Limestone Coast followed by the Flinders Ranges and Outback.
- Victorians have a higher rate of dispersal to regions. This is particularly evident for the Limestone Coast, due to the high incidence of driving.

Specific Places Visited



- The top places visited include Rundle Mall, The Adelaide Hills and Glenelg.
- The Central Markets only registered 11 per cent for places visited.
- The Barossa and the McLaren Vale showed the same amount interest with 7 per cent of Victorians visiting each of these wine regions.